

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

EPAS ID: PAT3685784

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
EBAY, INC.	10/30/2015
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	935 KOP ASSOCIATES, LLC
<b>Street Address:</b>	185 MADISON AVENUE
<b>Internal Address:</b>	5TH FLOOR (C/O ZETA INTERACTIVE HOLDINGS CORP.)
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10016
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	14474101
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Email:</b>	request@slwip.com
<b>Correspondent Name:</b>	SCHWEGMAN LUNDBERG & WOESSNER, P.A.
<b>Address Line 1:</b>	1600 TCF TOWER
<b>Address Line 2:</b>	121 SOUTH EIGHTH STREET
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55402
<b>ATTORNEY DOCKET NUMBER:</b>	4525.E69US1
<b>NAME OF SUBMITTER:</b>	MEGAN L. REED
<b>SIGNATURE:</b>	/Megan L. Reed/
<b>DATE SIGNED:</b>	01/07/2016
<b>Total Attachments: 6</b>	
source=4525E69US1CorpAssn#page1.tif	
source=4525E69US1CorpAssn#page2.tif	
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source=4525E69US1CorpAssn#page5.tif	



RECORDATION FORM COVER SHEET  
PATENTS ONLY

Atty Ref/Docket No.: 4525.E69US1

Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

eBay Inc.

Additional name(s) of conveying party(ies) attached?

Yes  No

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other

Execution Date: October 30, 2015

2. Name and address of receiving party(ies):

Name: 935 KOP Associates, LLC

Street Address: 185 Madison Avenue  
5<sup>th</sup> Floor  
(c/o Zeta Interactive Holdings Corp.)

City: New York, NY 10016

Country: United States of America

Additional name(s) & address(es) attached?  Yes  
 No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s)

Serial No. 14/474,101

B. Patent No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Rebeka M. Davidova

Address:

Swegman Lundberg & Woessner, P.A.  
P.O. Box 2938  
Minneapolis, MN 55402--0938

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41): \$ 0.00

Enclosed

Authorized to be charged to deposit account  
19-0743

8. Please charge any additional fees or credit any over payments to our Deposit Account No.: 19-0743

**DO NOT USE THIS SPACE**

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Rebeka M. Davidova/Reg. No. 70,128

Name of Person Signing

/RDavidova/

Signature

1/7/2016

Date

Total number of pages including cover sheet: 0

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Mail Stop Assignment Recordation Services  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PATENT**  
**REEL: 037431 FRAME: 0912**

## FORM OF RECORDABLE PATENT ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, and in accordance with the terms and conditions of the Patent Assignment and License Back executed by the parties hereto on the 2nd day of November, 2015, **eBay Inc.**, a Delaware corporation having an office and place of business at 2145 Hamilton Avenue, San Jose, CA, 95125 ("**Assignor**") hereby irrevocably assigns, transfers, conveys and delivers to 935 KOP Associates, LLC, a Pennsylvania limited liability company having an office and place of business at 185 Madison Avenue, 5<sup>th</sup> Floor, New York, NY 10016 (c/o Zeta Interactive Holdings Corp.) ("**Assignee**") all of Assignor's right, title and interest in and to the patents and patent applications listed in Appendix A hereto and any patents issuing from the patent applications identified in Appendix A, including any parents, continuations, continuations-in-part, divisionals, reexaminations, extensions, renewals or reissues of the foregoing, and any foreign counterparts of any of the foregoing (collectively, the "**Patents**"), including the right to sue for injunctive relief and damages for infringement of any of the Patents accruing at any time prior to, on or after the date hereof.

*(The remainder of this page is intentionally left blank. The signature pages follow.)*

IN WITNESS WHEREOF, Assignor caused this Patent Assignment to be duly executed on its behalf.

ASSIGNOR:

eBay Inc.

Signature: [Handwritten Signature]

Printed Name: Kathryn Hall

Title: Vice President, Deputy General Counsel and Assistant Secretary

Date: \_\_\_\_\_

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

Before me, the undersigned authority, on this \_\_\_\_ day of \_\_\_\_\_, 201\_\_, personally appeared \_\_\_\_\_ known to me as the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same for the purposes and consideration therein expressed, in the capacity state, and with authority to act in this assignment on behalf of the Assignor.

Notary Public \_\_\_\_\_

(Signature of Notary) \_\_\_\_\_

(Legibly Print or Stamp Name of Notary) \_\_\_\_\_

SEE ATTACHEM  
100 TRKY PAK M1

[Signature Page to Assignment for Recording with USPTO – 935]

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

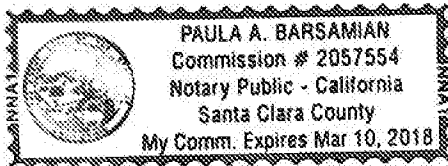
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California )
County of Santa Clara )
On Oct. 30, 2015 before me, Paula A. Barsamian, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Kathryn Hall
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Paula A. Barsamian
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Document Date:
Number of Pages: Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)

Signer's Name:
Corporate Officer - Title(s):
Partner - Limited General
Individual Attorney in Fact
Trustee Guardian or Conservator
Other:
Signer Is Representing:

Signer's Name:
Corporate Officer - Title(s):
Partner - Limited General
Individual Attorney in Fact
Trustee Guardian or Conservator
Other:
Signer Is Representing:

ACCEPTED by Assignee as of the date below:

ASSIGNEE:

935 KOP Associates, LLC

Signature: Regina C. Gray

Printed Name: Regina Gray

Title: Manager

Date: 10/31/15

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

Before me, the undersigned authority, on this 31 day of October, 2015, personally appeared Regina C. Gray, known to me as the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same for the purposes and consideration therein expressed, in the capacity state, and with authority to act in this assignment on behalf of the Assignor.

Leonardo Rodriguez  
Notary Public

[Signature]  
(Signature of Notary)

Leonardo F Rodriguez  
Notary Public  
New Jersey

My Commission Expires 01-23-2020

No. 50009000

(Legibly Print or Stamp Name of Notary)

[Signature Page to Assignment for Recording with USPTO – 935]

PATENT  
REEL: 037431 FRAME: 0916

Appendix A

SERIAL NO.	TITLE	STATUS	COUNTRY CODE
61/832,660	TEXT MESSAGING	Expired	US
14/166,661	SYSTEMS AND METHODS FOR RETARGETING TEXT MESSAGE ALERTS	Pending	US
61/874,864	SHORT MESSAGE SYSTEM APPLICATION PROGRAMMING INTERFACE	Expired	US
14/474,101	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE	Pending	US
PCT/US2014/054348	MESSAGING SERVICE APPLICATION PROGRAMMING INTERFACE	Pending	PCT
14/166,698	SYSTEMS AND METHODS FOR TEXT MESSAGE ALERTS AND REFERRALS	Pending	US